AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.111
Serial Number: 09/550,574
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Title: SYSTEM AND METHOD FOR PROJECTING MARKET PENETRATION

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or continued value for components of market sales volume using the B component and the slope

component (S) in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp}(S) \times W^{(B)}.$$

IN THE CLAIMS

Please substitute the claim set in the portion of the appendix entitled Clean Version of the
Pending Claims for the previously pending claim set. The substitute claim set is intended to
reflect amendment of previously pending claims 1, 10, 19, 28, and 36. The specific amendments
to individual claims are detailed in the following annotated set of claims.

1.   (Once Amended)   A system for facilitating modeling of market sales volume
comprising:

a server including a database having a number of client files, wherein each client file is an
organized client data file including a number of linked web pages which are downloadable and
displayable to a client program at a remote client having a graphical user interface;

an input device coupled to the remote client and on-line to the server;

at least one web page including a data field for entering a parameter for an analysis of a
client file; and

software means operable on the server and the client program at the remote client for
projecting penetration of products or merchandise at a predetermined number of weeks, W, since
a launch of a product, based on weekly data of initial purchases from a launch of a product
according to a method, the method comprising:

generating a curve from weekly sales data wherein the curve plots a set of weekly sales
data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope [term] (S); and

performing a calculation to produce a predicted or continued market penetration value
using the B component and the slope component in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp}(S) \times W^{(B)}.$$

2.   The system of claim 1, wherein at least one web page includes an input file comprising a
listing of input sales data for a client file and wherein the software means operable on the server